

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**CABLE ACCESS COORDINATOR  
GENERAL ADMINISTRATION DEPARTMENT**

**GENERAL STATEMENT OF DUTIES**

Performs skilled technical work and responsible professional work in the direction and development of cable television and other communications-related programs and activities of the City. Employee reports to the Public Information Coordinator.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class is responsible for coordinating and supervising the operation of a government access television channel in order to create and continue production of informational programs and related materials that make City services more accessible to communities, neighborhoods and individuals including cable franchise administration, government television programming, and playback services. Work involves responsibility for overseeing the development and preparation of electronic audio-visual communications media, ensuring that the quality and adequacy of the material meet the objectives sought; evaluating and determining the suitability of programs and/or materials to be used; supervision and participation in the production of specific programs and media productions; addressing internal and educational video needs of the City, and maintaining domain-specific knowledge, skills and abilities to current industry standards. Employee provides administrative support in the areas of audio visual communications, telecasting, media development, telecommunications infrastructure, electronic training and other multimedia applications. Work requires considerable independent judgment and initiative in independently performing assigned duties. Work is performed under the limited supervision of the Public Information Coordinator and is evaluated through conferences, reports, observation and quality of work.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Serves as the technical expert advisor to City of Asheville officials and staff on matters related video and audio production, dissemination of information on the City of Asheville Government Channel and institutional network; serves as an internal consultant to other departments on effective methods to produce information targeted to staff and the general public, including the purchase of video, audio and other specialized media production equipment.

Administers the cable franchise agreement to ensure compliance from franchisee(s) and provide professional staff support to the City Attorney or other personnel.

Maintains liaison between cable subscribers, cable operator(s), technical operations staff and City departments; responds to inquiries regarding cable television and other telecommunications issues in person and via telephone or mail.

## **CABLE ACCESS COORDINATOR**

Researches telecommunications policy issues; drafts and interprets policies; makes recommendations to the City when requested.

Prepares draft ordinances, reports and agreements as required.

Works with community groups and others to coordinate the development and promote the use of Public and Educational Access Television Channels.

Attends and participates in professional group meetings, seminars, conferences, workshops and classes to stay abreast of new trends and innovations in the fields of cable television programming and telecommunications.

Serves as a member of various committees, attending meetings and providing input based on expertise and observations as appropriate.

Prepares, disseminates and updates information through electronic character generation.

Produces features, specials and other television programs and informational videos.

Cablecasts City of Asheville City Council and other related public meetings as required.

Manages office operations including supervision of technical staff, part-time volunteers and interns.

Performs set-up, operation, and break-down of video, audio and computer-related television production equipment.

Coordinates cable television activities with those of other divisions and outside agencies and organizations.

Develops and maintains programming policies, operating policies and procedures.

Specifies, purchases and maintains video and audio production equipment.

Manages and participates in the development of the annual government television budget and directs the forecast of additional funds needed for equipment, materials, and supplies.

Designs and develops video production, presentations, and public address equipment facilities.

Performs other technical operations tasks related to day-to-day operation of a television station.

Works nights, weekends, and holidays as necessitated by operational responsibilities.

## **ADDITIONAL JOB FUNCTIONS**

Performs related work as required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Considerable knowledge of the planning, design and preparation of television studio operations.

Considerable knowledge of the terminology, methods, practices and techniques of television production.

Considerable knowledge of the current literature, trends, and developments in the fields of television production, cable franchise administration, and general communications technology.

Considerable knowledge of effective public relations practice, to include effective methods of information dissemination through video and audio production.

Ability to be creative and innovative in programming, technical and artistic endeavors.

## **CABLE ACCESS COORDINATOR**

Ability to coordinate and supervise others in the development and production of video programs.

Ability to design, develop and maintain video systems and hardware employed in the current operations environment of Local Government Cable Access Programming.

Ability to establish and maintain effective working relationships with public officials, staff, and citizens as necessitated by work assignments.

Ability to understand and carry out complex written and oral instructions.

Ability to facilitate community groups to establish consensus on public, educational, and government access issues.

Skill in the use of video production equipment.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelors degree from an accredited college or university with major course work in broadcasting, communications, journalism, or related field, and a minimum of 2 years in broadcast and/or cablecast operations, mass communication, and film production with group facilitation skills highly desirable; and/or any equivalent combination of training and experience required to perform the essential position functions.

### **COMPETENCIES**

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

**Organizational and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

**Physical Skills:** Ability to perform required jobs with adequate strength, dexterity, coordination and visual acuity (with reasonable accommodation[s] if needed) and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

Salary Grade 18, Exempt